

United States
**Census
2000**

**Get the Word
Out: The
Census is
Important**

**Visit
www.census.gov**

Tools for Promoting Census 2000

Census 2000 is the largest peace-time mobilization in U.S. history. Census data are used to allocate billions of dollars of federal, state, and local funds every year for roads, schools, health care, job training and other services needed in your community.

Businesses use Census data to determine products and services relevant to your community. As a Census 2000 partner, your help is critical to make sure your community responds to the census. Your contacts, your knowledge and your concerns about the community are the keys to an accurate census.

Promoting Census 2000

The Census Bureau has planned a number of national activities to increase awareness about and motivate participation in Census 2000. We need your help in promoting the census at the local level. You know best how to communicate with the people in your community and how to motivate them to respond to the census.

The Census Bureau has developed a variety of tools to help you produce your own Census 2000 promotional materials. These tools can be used to create posters, flyers, banners, advertisements, newspaper/newsletter articles, radio spots and novelty items:

- Logos & Taglines — graphics and text in multiple languages
- Drop-in Articles — articles you can customize and publish
- Fact Sheets — information you can share about the importance of Census 2000
- Glossary of Terms — translations of Census 2000 terms in various languages
- Stock Photos on CD — photos available for promotional material
- Handbills — leaflets for community awareness and education
- Posters — building awareness, motivation and support for Census 2000
- Information Videos — videos about the census
- Congregational Packets — information for religious organizations
- Census in Schools — teaching materials for educators to use

D-3330 (10-99)

U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

An Equal Opportunity Employer
U.S. Census Bureau



Get Your Census 2000 Tools.

1) On our Census Bureau internet site (www.census.gov)

Go to the Census Bureau website at www.census.gov and click on Census 2000 and look for Advertising & Promotion to find what you need. Logos and taglines are available in electronic gif, tif, and eps formats - check your vendor or printer to see what they prefer.

This web address is also an excellent place to learn about upcoming Census 2000 promotional activities. Check it out for updates on special events, the advertising campaign, the Census in Schools project, and Partnership activities. You will also learn about the Census Bureau's challenge to all state, local and tribal governments to increase their 1990 mailback response rate.

2) Through your partnership specialist (see phone list on this page)

From Your Partnership Specialist

If you do not have internet access, contact your partnership specialist:

Atlanta 404-331-0573
Boston 617-424-4977
Charlotte 704-344-6624
Chicago 312-353-9759
Dallas 214-655-3060
Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-620-7702
or 212-620-7703
Philadelphia 215-597-8312
Seattle 206-553-5882
Puerto Rico 787-771-3660
U.S. Virgin Islands, 301-457-4038
American Samoa,
Commonwealth of
Northern Mariana
Islands, Guam

Spread the word that answering the census is important, easy and safe.

Participating in the census is in everyone's best interest. People who answer the census help their communities obtain state and federal funding, as well as providing valuable information for planning schools, hospitals, roads and other community services. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The best way to make sure people in your community are represented in the census is to simply fill out the form and mail it back.

Individual answers are combined with others to produce the statistical summaries that are published. No one will ever be able to connect the answers with an individual's name or address. All information on individuals is held strictly confidential.

By law, the Census Bureau cannot share the individual answers it receives with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law will receive up to five years in prison and \$5,000 in fines. The law works — millions of questionnaires were processed during the 1990's without any breach of trust.
